

Message

From: ariane-noreply@google.com [ariane-noreply@google.com]
Sent: 8/13/2020 3:03:03 AM
To: nirmaljayaram@google.com
Subject: OVERDUE LAUNCH - Please update: [Launch 4032092] Optimizing number of creatives scored through project Phi

REMINDER - Launch date overdue.

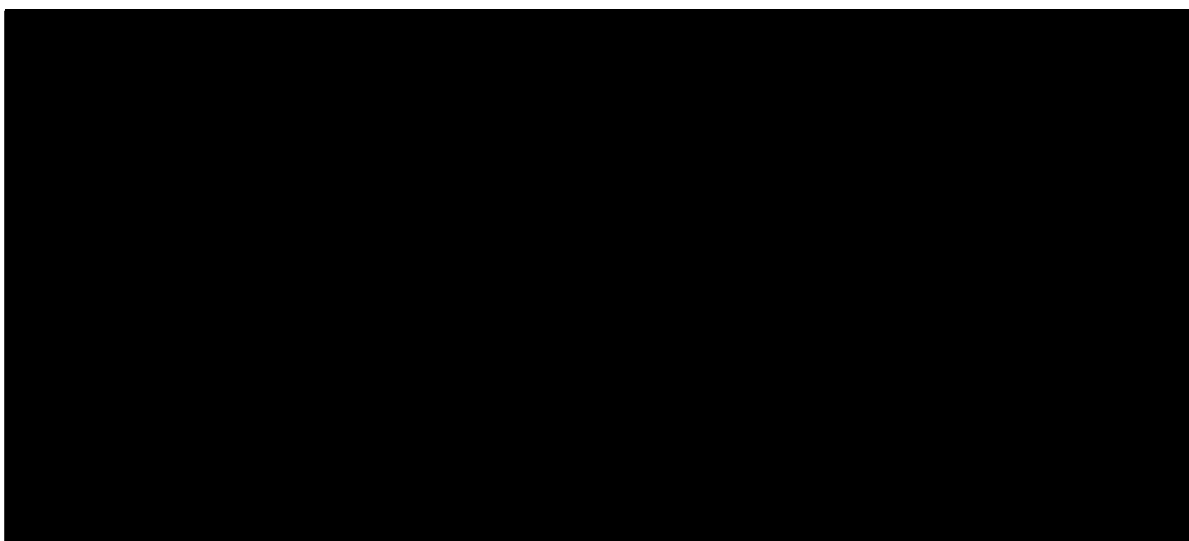
Please modify launch status or update launch date!

Your role as nirmaljayaram: Launch Subscriber

Link: <https://ariane.googleplex.com/launch/4032092>

Launch information:

Launch ID 4032092
 Name **Optimizing number of creatives scored through project Phi**
 Calendars Ads & Comm (Display): Display Ads - Ads Quality
 Launch Date **2020-08-11**
 Status **Current**
 Description Project Phi (ariane/4000763) provides an analytical and scalable platform to dynamically control the trade-off between revenue and core usage by optimizing a given set of tuning parameters. With this framework we are able to jointly optimize various serving knobs in our serving stack.



Impact: +0.1% revenue, +1.3% CPD and using -30K cores (release cores). Revenue + MH-CPD increases by 1.4% (equivalent to \$350M ARR assuming 1-1 revenue and CPD tradeoff)

Creator ardestani

Approvers:

Ads & Comm (Display): Display Status
 Ads - Ads Quality

Owners

PA Lead	Approved	<u>pfatchpuria, bonniep, jaishan, clifforc, dmitby, amini</u>
Eng (Display Ads Quality)	Approved	<u>ettinger</u>
Eng-GKS	FYI	<u>ybai, shiw</u>
PM	FYI	<u>gda-quality-launch</u>
Modeling	FYI	
Formats	FYI	
Legal	FYI	<u>brjones, egarber</u>
Logs	FYI	<u>logs-launch+ariane</u>
Privacy	Approved	<u>pwg-display-approvers, pwg-display-delegate-approvers, apphosting-stubby-api--s-7egoogle-2ecom-3asecq-2dng</u>
Latency	FYI	<u>gdn-launch-latency-reviews</u>
Policy Team	FYI	<u>gpp-monetized-approvers</u>
Resources	FYI	<u>dvaa-resource-approvers</u>
Finance	FYI	<u>finance-ads-quality-launch-review</u>
GTech	FYI	<u>gtech-ads-gpto-gdndisplay</u>

Launch Attributes:

Global attributes

PM	<u>bbesson</u>
TL	<u>ardestani, hka, zibozhao, zackzuo, emaani</u>
Design Document	<u>https://docs.google....HQqAPRodTwKGrM/edit#, slides: https://docs...GD4/edit?usp=sharing</u>
UI mockups	
Privacy Design Document	<u>https://eldar.corp.g...66866865/revisions/1</u>
Privacy Non-Impacting Launch	Yes
Privacy Non-Impacting Justification	This is a follow up on Ariane/4000763 and uses similar data and methodology.
Impact	Major
Launch Stage	Full Launch
L-Team	No
Patent review	false
User Controls Certification (go/uc-cert)	I certify
Privacy Master Tracking Bug	<u>160659049</u>

Display Ads - Ads Quality attributes

Display OKR	
UX Owner	
UX Impact	No
Privacy Diagnostic	<u>https://spur.corp.go...ect-phi-creative/?ro</u>
Display Privacy Review required?	No
Roll out type	

Buganizer ID
 FLOGS as Data Source
 Auriel as Data Source
 Any other Data Sources
 Modeling Launch Review Date
 In-Person Launch Review Date
 Properties affected AFC, Ad Exchange, O&O
 Stats links (Rasta, REMH, https://experiments....PDjUKXlB5_BhIf1f3_rY
 Human Eval)
 Network Impact Rasta https://experiments.corp.google.com/#/portal/experiments/analysis?label=_:6-Y-VL2PDjUKXlB5_BhIf1f3_rY
 GKS Impact Level Not Use or Change ID-keyed User-Data
 GKS Stats Links
 SkyMo Impact No
 Resources Request Link https://trebuchet.corp.google.com/#/launch/1596786235009487
 Rasta Impact Stage Forward
 Experiment fraction 20
 Revenue impact 0.1
 CPD 1.3
 In-Person Launch Review true
 Offline Review
 CAQ no-op
 CAQ neutral
 System/End-to-End Tests
 TL who reviewed e2e tests
 Teams CARE
 Holdback Impact Rasta TBD
 Holdback Fraction 1
 Impacts Apps Network
 Inventory
 Experiment ID to Launch
Logs attributes
 Logs Ticket Link
Latency attributes
 Latency data

Recipients: adigupta, amini, ardestani, bbesson, emaani, fongshen, hka, linsong, nirmaljayaram, zackzuo, zhenghua, zibozhao

Unsubscribe from this launch